

# Physician Times **TODAY**



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FLORIDA MEN'S MEDICAL CLINIC

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“My best advice is to not give up on their sex life-it is as important and basic as eating and drinking. Secondly, don't be afraid to investigate new treatments. A healthy skepticism is certainly normal - but don't eliminate real options because of fear or embarrassment.”

# BEYOND THE LITTLE BLUE PILL

**Dr. Kevin Hornsby On  
The Custom Solution  
For Male Dysfunction**

When experiencing issues with their sexual health, most men handle the problem in one of two ways. They either accept the loss of their sex life as inevitable, or they follow the advice seen on thousands of TV commercials and ask their doctor about one of the well-known prescription options available.

What they might not know is that for 70% of patients – that's 70%! – these medications simply don't work. In fact, for some men, they can even be dangerous.

Luckily, there is a third, better way that goes beyond the “one-size-fits-all” approach to sexual dysfunction. Dr. Kevin Hornsby and the Men's Medical Clinics are revolutionizing the way doctors deal with male dysfunction, with completely personalized treatments that are fast, non-surgical, easy and painless.



*Dr. Hornsby talking to a new patient.*



## A SURE-FIRE FIX FOR SEXUAL DYSFUNCTION



A guarantee of any kind is unheard of in the medical field, especially when it comes to something as personal as male dysfunction. But Dr. Kevin Hornsby has simplified the treatment process and made it almost foolproof.

“We evaluate, examine and apply the initial dose all in the same initial visit. The man is actually able to see a reaction to the medication in the exam room before he leaves. It is sometimes a powerful and even emotional experience. And we’re so good at it that we actually guarantee a positive reaction on the first visit, or the patient pays nothing. To my knowledge, no other doctor does that.”

How can Dr. Hornsby make that promise? It’s all about customization.

The well-known sexual dysfunction medications essentially use the same combination of ingredients to treat every man and every problem, without regard to the cause. The Men’s Medical Clinic takes a different approach. They evaluate each patient individually, taking into account his age, medical history and more. They then customize a treatment plan by choosing from over 160 combinations of custom-blended FDA approved prescription medications available.

This treatment is so customized that a patient can even specify the length of time he wants his erection to last, providing him with an option for everything from extended staying power to allow him please his partner to even a second climax for himself.

Clearly, Dr. Hornsby’s

methods offer a far superior solution to the hit-and-miss results offered by the Big Three prescription medications. So why don’t more men expect more from their sexual dysfunction treatment?

Hornsby sees the problem as twofold. On one hand, he believes most men wrongly see their sexual dysfunction as a natural consequence of aging. They don’t realize that their problem is very likely related to certain specific health issues that they may already be experiencing.

So the other half of the problem, that most men don’t know that there are treatment options available that address their specific sexual dysfunction, makes sense. They don’t realize how closely their sexual problems are linked to these other health issues. And even if they do, few men are even aware that treatment like this is available. Because of the complexity of the dosing method he uses, very few doctors have the skill level necessary to do what Dr. Hornsby does.

## A PASSION BECOMES A CAREER

As a boy in Dothan Alabama, Kevin Hornsby appeared destined for a life in science. His grandmother sparked an early interest in animals, and he attended Auburn University intending to study Zoology. But his love of interacting with people and impacting human lives steered Hornsby away from his original plan. He sought out a job in the surgical department and became a surgeon’s assistant. The experience sealed the certainty of Hornsby’s passion and drive to become a doctor. He went on to University of Alabama Medical School in Birmingham to complete his training.



## From Dr. Hornsby: Treatments that Change Lives

The right male dysfunction treatment can work miracles. At least, this seemed to be the case with a patient we’ll call John. John was 87 years old and had not had an erection in 20 years. There were plenty of reasons why – he had diabetes, hypertension and elevated cholesterol, three issues which, in combination, are essentially devastating to erections.

You would think that at the age of 87, John would just give up on the idea of a healthy sex life. But he didn’t. Unfortunately, by the time he reached the Men’s Medical Clinic, he had gone to four different physicians with no success.

But with just one visit to The Men’s Medical Clinic, everything changed. The initial test dose erection in the office was a success. At the age of 87, John had a sex life again.

For Harold, treatment at the Men’s Medical Clinic was a different kind of miracle. Harold was a young 49 years old when he was diagnosed with prostate cancer. He underwent surgery to remove the prostate to save his life, but the operation unfortunately resulted in erectile dysfunction – a frequent result of prostate surgery.

Harold tried all the oral medications advertised on TV and visited multiple doctors, but nothing made a difference. Imagine how thrilled he was when therapy at the Men’s Medical clinic resulted in his first erection since his operation. Today, Harold continues to enjoy a normal, healthy sex life – and all the confidence and renewed self-esteem that comes with it.

**KEVIN HORNSBY, M.D.**

*Dr. Hornsby’s family - Austin, wife Heidi and Anna*





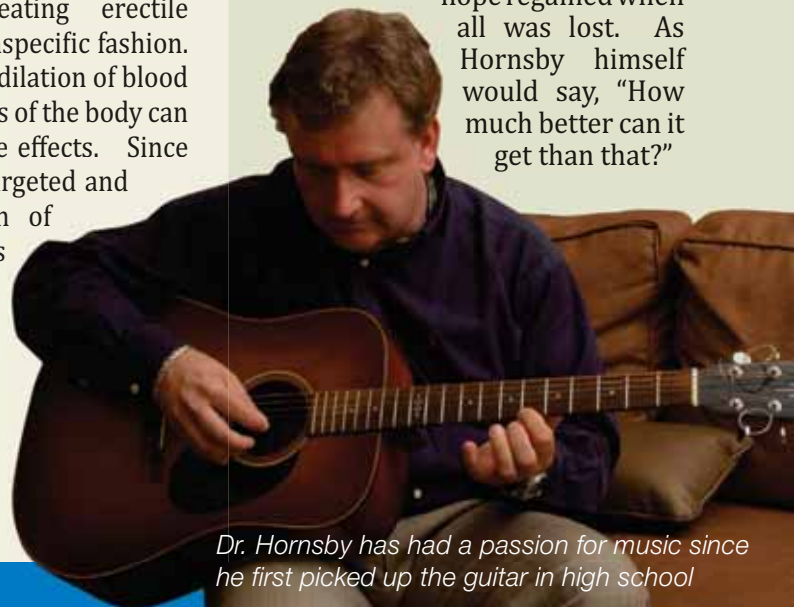
*Dr. Hornsby enjoys flying when he's not working*

## A HEALTHY SEX LIFE FOR EVERY MAN

To ensure complete safety for men with other health problems, Dr. Hornsby relies on a very specific history intact of targeted health issues that affect his treatment protocol. However, since the treatment options provided by The Men's Medical Clinic are so specific, there are very few diagnoses that would stand in the way of treatment.

Because of this, Dr. Hornsby is able to treat a wide range of patients. As he explains it, "Our typical patient is from the age of 35-85, suffering with either erection problems or premature ejaculation. He typically has either a combination of hypertension, cholesterol and diabetes, previous pelvic surgery primarily from prostate cancer, or complex multiple medical problems leading to an impact on erections. Our youngest patient was twenty-one; the oldest was ninety-four. That's right, ninety-four and still sexually active once a week. God bless him."

Clearly, Dr. Kevin Hornsby is passionate about the work he and the Men's Medical Clinic are doing. He boasts a 98% success rate helping all kinds of men regain sexual function. And by regaining that function, he's seen relationships mended, self-esteem restored and hope regained when all was lost. As Hornsby himself would say, "How much better can it get than that?"



*Dr. Hornsby has had a passion for music since he first picked up the guitar in high school*

It was during his medical residency working in a university erectile dysfunction clinic in the late 90's that he found his calling. "Male sexual dysfunction impacts far more than sexuality. It damages self esteem, it impacts relationships. Male sexuality is such a big part of a relationship that it is incredibly rewarding to repair this part of a man's life. The medical component is challenging and never the same for these patients and the dosing is very complex."

Over the course of his career, Dr. Hornsby has treated over 9000 men for erectile dysfunction. For each patient, he looks at a significant amount of dosing options -- 160 -- as opposed to the 2-3 typically offered with the well-known prescribed oral medications. Since the erections that result from Dr. Hornsby's treatment also have the benefit of only dilating blood vessels in the penis, this eliminates the typical side effects men may encounter with the popular pills.

It also eliminates the danger the usual prescription medications pose to some patients. "Viagra, Cialis and Levitra erectile dysfunction medications by design dilate blood vessels all over the body including the penis -- treating erectile dysfunction in a nonspecific fashion. The problem is that dilation of blood vessels in other areas of the body can lead to risk and side effects. Since our medication is targeted and focused on dilation of the blood vessels only of the penis, this allows for treatment of men who may have health issues that preclude treatment with those pills."

### Some Quick Facts:

- **Premature ejaculation affects one-third of all men.**
- **ED affects almost 40% of 40-year-old men and more than 65% of 70-year-old men.**
- **Vascular disease contributes to most cases of ED, many of which result from physical, not sexual, problems.**
- **Between age 40 and 70, more than 50% of men suffer from ED.**
- **Over 50% of people between 65 and 74 are sexually active, and 25% are still active between 75 to 85.**

*Source: New England Journal of Medicine*